



**CIVIC AFFAIRS COMMITTEE
MEETING MINUTES**

December 2, 2014

CIVIC AFFAIRS COMMITTEE MEMBERS PRESENT: A.M.Clausen, J. Hewitt

CIVIC AFFAIRS COMMITTEE MEMBERS EXCUSED: S. Havn

STAFF: L. Martin, M. Pierce, B. Smith, K. Wahlen (after Item 6)

TRUSTEES: M. Gleason

GUESTS:

1. Call to Order

The meeting was called to order at 4:00 p.m. by **Chair Clausen**.

2. Persons Desiring to be Heard

None.

3. Approval of the November 11 and November 18, 2014 Meeting Minutes

Motion by **Hewitt** to approve the November 11 and November 18, 2014, Civic Affairs Committee meeting minutes. Motion seconded by **Clausen**. Motion unanimously passed.

4. Appointment of Vice-Chair and Secretary Positions

Clausen appointed **Havn**, Vice-Chair and **Hewitt**, Secretary of Civic Affairs Committee.

5. Discussion and Recommendation of New Citizen Committee Members

Clausen interviewed four people. She asked **M. Gleason** to add to the December 8, 2014, Village Board Agenda, her recommendation to appoint the following two citizen members to the Civic Affairs Committee:

Valerie Svoboda is a co-owner of a repurposing business, Lazy Daisy Salvage Creations, and a stay-at-home mother. She is very interested in the history of the Village. She is a resident of Mt. Pleasant with no felony record.

Rochelle Pattengale is self-employed and does contract marketing from home. She has a degree in management development with certificates in supervisory management and project management. She is a resident of Mt. Pleasant with no felony record.

Motion by **Hewitt** to forward to the Village Board December 8, 2014 Meeting, recommendation of **Clausen** that Village President appoint **Valerie Svoboda** and **Roshelle Pattengale** as citizen members of Civic Affairs Committee. Motion seconded by **Clausen**. Motion unanimously passed. (**Gleason** asked that citizen biography information be forwarded to Village Clerk and **Clausen** invite citizens to Village Board Meeting. He also has the name of another citizen for interview by **Clausen**.) Discussion on length of terms for volunteer citizen members. Suggested that two be appointed for two-year terms and two for three-year terms.

6. Committee Structure

- a. **Meeting Minutes** - Minutes will be transcribed by Village Administrator's Administrative Assistants.
- b. **Establish Regular Meeting Day and Time** – Regular meetings to be held on the second Tuesday of the month, at 4:00 p.m.

7. Village Branding Discussion and Possible Recommendations to Village Board

- a. **Update on Village Public Works, Building and Sewer Department Vehicles** – **Martin** reported that the last sewer trucks' decals were \$55.00, per truck. He has contacted Sign Pro about an order for 28



**CIVIC AFFAIRS COMMITTEE
MEETING MINUTES**

December 2, 2014

additional sets of decals. He will receive that quote, today. Departments then will need to identify accounts in which funds are available.

- b. Police Squad Car Design – Smith** stated they will stick with their own decals, as the others would not be compatible with what they have, and police vehicles are readily identifiable as Mt. Pleasant police vehicles.
- c. Other Potential Applications of the Village Logo – Martin** and **Wahlen** will review making limited Village logo clothing available for sale to the public. They will report back to Committee. **Pierce** will bring to the Parks and Rec Advisory Board's December 18, 2014, meeting, the suggestion of adding logo to Parks signs, including Bike Pathway.
- d. Use of "Mount Pleasant, WI" as a Mailing Address – Gleason** will include this reminder in his Journal Times commentary. A reminder can be added to the tax bills, and residents should be reminded to do this when they register a new vehicle or renew an existing registration. **Wahlen** will draft a letter to new and used car dealers, asking them to identify Mt. Pleasant addresses as such. Residents should be reminded to do the same when renewing their drivers' licenses. **Pierce** will obtain a list of Mt. Pleasant businesses for the Committee's next meeting. Suggested that service organizations be invited in to a future meeting for their feedback on starting chapters in Mt. Pleasant.
- e. Update on Village Branded Signage – Martin** will check with D.O.T. about attaching additional signage beneath D.O.T.'s population signage. He will also contact Sturtevant to see how their signs were done.

Clausen stated that **Havn** asked her to bring up the possibility of posting on the website, community events such as non-profit fundraisers. Discussion on establishing guidelines. **Havn** was assigned this item to review. Website has been updated to include the Civic Affairs Committee. New members will be added.

Clausen inquired about a potential welcome wagon for new Mt. Pleasant businesses. **Gleason** recommended inviting younger residents in to a meeting for feedback on what would make Mt. Pleasant a more welcoming place for the younger generation. **Pierce** suggested a Kite and Kids Day as a potential special event.

- 8. Adjournment – Motion**, at approximately 4:58 p.m., by **Hewitt** to adjourn. Motion seconded by **Clausen**. Motion carried unanimously.

*Next meeting is January 13, 2015, at 4:00 p.m.